

Message Text

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ACTION EB-07

INFO OCT-01 EA-09 ISO-00 COME-00 /017 W
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R 100739Z OCT 75
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 6724
INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL SYDNEY

UNCLAS CANBERRA 6825

SYDNEY ALSO PASS TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: FY 76 CCP: FIRST QUARTER PROGRESS REPORT

REFS: (A) STATE 280182, DEC. 24, 1974; (B) FY 76 CCP FOR
AUSTRALIA

1. SUMMARY. ALTHOUGH CAMPAIGNS AND PROJECTS WERE
GENERALLY ON SCHEDULE AS TO ACTIONS CARRIED OUT, THEY
WERE OFF TO SLOW START WITH RESPECT TO UTILIZATION OF FINANCIAL
RESOURCES ALLOCATED IN CCP DOCUMENT. AS IN PAST CCP, FOREIGN
BUYER GROUPS PROVED IMPOSSIBLE TO ORGANIZE. NEVERTHELESS,
QUARTERLY ACTION GOALS WERE EXCEEDED CONSIDERABLY MORE OFTEN
THAN OTHERWISE. FINALLY, BECAUSE OF UNUSUAL TURNOVER OF
PERSONNEL DURING THE PERIOD EAG MEETING WAS DEFERRED. END SUMMARY.

2. ALL ACTIONS REQUIRED BY SEPTEMBER 30 WERE COMPLETED
WITH THE FOLLOWING VARIATIONS AND UNSCHEDULED ACTIONS.

3. CAMPAIGN NO. 1. PRINTING AND GRAPHIC ARTS EQUIPMENT
CAMPAIGN.

A. THREE PARTICIPANTS FOR USTC BSP'S OBTAINED.
TWO WERE SCHEDULED.

B. ONE TRADE OPPORTUNITY WAS OBTAINED. FOUR WERE SCHEDULED.
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C. AUSTRALIAN ATTENDANCE AT TRADE SHOW IN U.S.

WAS NOT PROMOTED AS ONLY APPROPRIATE SHOW
TOOK PLACE AT SAME TIME AS USTC SYDNEY EXHIBITION
ON SAME THEME.

D. THIRTY-FOUR PERSONAL CALLS WERE MADE. EIGHT
WERE SCHEDULED.

E. MAJOR USTC EXHIBITION WITH TEN AUSTRALIAN AGENTS
REPRESENTING 14 AMERICAN SUPPLIERS WAS HELD
SEPT. 15-19. NONE WAS SPECIFIED IN CCP.

F. CAMPAIGN MANAGER (CM) ESTIMATES THAT 35 PCT.
OF PERSONNEL RESOURCES AND 2 PCT. OF FINANCIAL
RESOURCES REQUIRED FOR THE YEAR ACCORDING TO
CCP WERE USED.

4. CAMPAIGN NO. 2. AGRICULTURAL EQUIPMENT.

A. TWO TRADE OPPORTUNITIES WERE OBTAINED. FIVE
WERE SCHEDULED.

B. TWO ADS REQUESTS WERE PROCESSED. NONE WERE
SCHEDULED.

C. TWENTY-SEVEN PCT. OF PERSONNEL RESOURCES AND
3 PCT. OF THE FINANCIAL RESOURCES REQUIRED FOR
THE YEAR WERE USED.

5. CAMPAIGN NO. 3. METALWORKING AND FINISHING
MACHINERY AND EQUIPMENT CAMPAIGN.

A. NINETEEN PARTICIPANTS REPRESENTING 38 U.S.
MANUFACTURERS WERE OBTAINED FOR A USTC
EXHIBITION. FIFTEEN PARTICIPANTS WERE SCHEDULED.

B. SIX TOS WERE OBTAINED. FOUR WERE SCHEDULED.

C. THIRTY-SIX PERSONAL CALLS ON END-USERS AND
AGENTS WERE MADE. TWENTY WERE SCHEDULED.

D. CM ATTENDED INTERNATIONAL ENGINEERING
EXHIBITION IN MELBOURNE.

E. FIFTY PCT. OF THE PERSONNEL RESOURCES AND
13 PCT. OF THE FINANCIAL RESOURCES REQUIRED
FOR THE YEAR WERE USED.

6. CAMPAIGN NO. 4. BIOMEDICAL EQUIPMENT.

A. THREE PARTICIPANTS FOR MEDICAL EQUIPMENT EXHIBITION
AT USTC SYDNEY WERE OBTAINED. ONE WAS SCHEDULED.

B. NO FILMS WERE DISTRIBUTED, ALTHOUGH CM CONTINUES
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TO SEEK FILM PACKAGE FROM USIA FOR COUNTRY-WIDE
DISTRIBUTION.

C. MARKET RESEARCH REPORT, DUE MARCH 1, 1976, WAS
COMPLETED AND FORWARDED TO WASHINGTON.

D. THIRTEEN TOS WERE OBTAINED. FOUR WERE SCHEDULED.

E. TWENTY-FOUR PERSONAL CALLS WERE MADE. TWENTY WERE
SCHEDULED.

F. ABOUT 21 PCT. OF PERSONNEL RESOURCES AND 4 PCT. OF

FINANCIAL RESOURCES REQUIRED FOR THE YEAR WERE USED.

7. CAMPAIGN NO. 5. INDUSTRIAL AND SCIENTIFIC INSTRUMENTS.

- A. NO AUSTRALIAN BUYER GROUP WAS ORGANIZED.
- B. TWELVE PERSONAL CALLS WERE MADE. FIVE WERE SCHEDULED.
- C. THIRTY TOS WERE OBTAINED. FIVE WERE SCHEDULED.
- D. AMCONSUL BRISBANE COMPILED A LIST OF 90 END-USERS OF INDUSTRIAL AND SCIENTIFIC INSTRUMENTS IN QUEENSLAND AND THE NORTHERN TERRITORY. THIRTY-FIVE LETTERS WERE MAILED BASED ON LIST.
- E. ABOUT 8 PCT. OF THE PERSONNEL RESOURCES AND NONE OF THE FINANCIAL RESOURCES REQUIRED FOR THE YEAR WERE USED.

8. PRIORITY PROJECT: VISIT USA.

A. VISIT USA COMMITTEE

- (1) PROJECT MANAGER (PM) SUBMITTED RECOMMENDATIONS TO EMBASSY RE MEMBERSHIP.
- (2) PM AND EMBASSY CARRIED OUT PRELIMINARY WORK FOR OCTOBER VISIT OF USTS REGIONAL DIRECTOR ZIEGLER.
- (3) OCTOBER 31 MEETING OF EXPANDED VISIT USA COMMITTEE PLANNED.

B. PROMOTIONAL ACTIVITIES

- (1) PM REQUESTED MATERIAL FROM 45 POTENTIAL U.S. SOURCES, DISTRIBUTED MORE THAN 40,000 BROCHURES TO INDUSTRY, AND SUPPLIED NSW TOURIST OFFICE WITH MATERIAL FOR STATE BICENTENNIAL PROMOTION.
- (2) AMCONGEN MELBOURNE MAILED MATERIAL TO 106 AGENTS AND WHOLESALERS IN VICTORIA AND SOUTH AUSTRALIA, AND WORKED WITH A LOCAL AGENCY IN ORGANIZING BUSINESS TOURS TO U.S.
- (3) THE COMMERCIAL OFFICER IN BRISBANE GAVE

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A TALK ON TRAVELING TO THE USA TO A SEMINAR OF THE AUSTRALIAN INSTITUTE OF TRAVEL, QUEENSLAND CHAPTER.

C. MARKET DEVELOPMENT

- (1) PM MET WITH CENTENARY TRAVEL AND HARVEY WORLD TRAVEL TO DISCUSS PLAN TO ESTABLISH PRIVATELY OPERATED USTS IN SYDNEY.
- (2) PM ALSO HELD DISCUSSIONS WITH FIVE CARRIERS AND 20 WHOLESALERS ON COORDINATING TRAVEL INFORMATION.
- D. FOURTEEN PCT. OF THE FINANCIAL RESOURCES REQUIRED FOR THE PROJECT FOR THE YEAR WERE USED. PERSONNEL UTILIZATION RAN AHEAD OF SCHEDULE, WITH ESTIMATED 45 MAN-DAYS USED, VERSUS ORIGINAL CCP PROJECTION OF 60 MAN-DAYS FOR FULL YEAR.

9. PRIORITY PROJECT: WESTERN AUSTRALIA MAJOR PROJECTS.
 - A. TWO REPORTS ON NW SHELF GAS FIELD DEVELOPMENTS
AND ONE ON MARANDOO IRON ORE PROJECT WERE SUBMITTED.
 - B. TWENTY-ONE PERSONAL CALLS WERE MADE, MAINLY TO
INTRODUCE NEWLY ARRIVED PM TO APPROPRIATE CONTACTS
IN THE MINERALS AND MINING AREA.
 - C. SEVEN PCT. OF PERSONNEL RESOURCES AND 6 PCT. OF
FINANCIAL RESOURCES REQUIRED FOR THE YEAR WERE USED.
- PERCIVAL

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